

# B R O A D W A Y

## Job Description

<b>Job title:</b>	Events Development Coordinator
<b>Reporting to:</b>	Marketing Director
<b>Staff responsible for:</b>	N/A
<b>Functional responsibility:</b>	To coordinate and develop Broadway's programme of film courses, coordinate and promote a programme of immersive film experiences and deputise for the Events Coordinator 1 day per week
<b>Hours worked:</b>	37.5 per week
<b>Date issued:</b>	April 2024

<b>Commitments &amp; Measures</b>	<b>Job objectives and outcomes</b>
<p><b><u>Commitment 1</u></b></p> <p><b>Measures</b></p>	<p><b>Coordinate and develop Broadway's programme of film courses</b></p> <ul style="list-style-type: none"> <li>• Coordinate the current programme of courses, ensuring smooth execution and high-quality educational experiences</li> <li>• Collaborate with the programming team to identify opportunities for new courses that align with Broadway's goals and mission</li> <li>• Work closely with instructors, guest speakers, and industry professionals to develop course content that is engaging, relevant, and innovative</li> <li>• Working closely with the Programme Director take the lead on recruitment and development of course Tutors</li> <li>• Work with Finance Department to ensure tutors are appropriately contracted</li> <li>• Implement strategies to increase, in line with targets, income generated from course offerings through effective marketing, pricing optimisation, and partnership development</li> <li>• Develop initiatives to increase the diversity of course attendees and tutors, including outreach programmes, scholarship opportunities, and community partnerships</li> </ul>
<p><b><u>Commitment 2</u></b></p> <p><b>Measures</b></p>	<p><b>Coordinate a programme of immersive film experiences</b></p> <ul style="list-style-type: none"> <li>• Conceptualise and create immersive cinema experiences that enhance the audience's viewing experience and differentiate our key screenings from traditional movie showings</li> <li>• Collaborate with external vendors, artists, and filmmakers to curate unique and compelling content for immersive screenings</li> <li>• Support takeovers by Film Clubs and Community Partners, ensuring Broadway is an accessible and welcoming partner for a wide variety of the Nottingham Community</li> </ul>

	<ul style="list-style-type: none"> <li>• Achieve stakeholder buy in across the business for immersive events, and provide opportunities for staff to contribute creatively to the programme</li> </ul>
<b><u>Commitment 3</u></b> <b>Measure</b>	<b>Marketing, Monitoring and Evaluation</b> <ul style="list-style-type: none"> <li>• Work closely with the Marketing Director to produce content to promote the courses and immersive screenings, both for Broadway's website, printed programme and social media platforms</li> <li>• Monitor and analyse the success of courses and immersive screenings, gathering feedback from participants and making data-driven decisions for continuous improvement</li> </ul>
<b><u>Commitment 4</u></b> <b>Measures</b>	<b>Supporting Events and Programming</b> <ul style="list-style-type: none"> <li>• Assist the Events Coordinator by deputising for corporate bookings, ensuring seamless execution and exceptional customer service</li> <li>• Be the main point of contact for Events one day per week when the Events Coordinator is not working, and when they are on annual leave/other absences</li> <li>• Provide support to the Events Coordinator in growing conferencing and event hires, and take shared responsibility for delivering ambitious targets for the year</li> <li>• Support the programming team with the delivery and development of key film festivals (e.g. Mayhem) from an operational perspective, ensuring smooth logistics and execution</li> </ul>
<b><u>Commitment 4</u></b> <b>Measures</b>	<b>General requirements</b> <ul style="list-style-type: none"> <li>• Must be flexible with working hours including evenings, weekends and bank holidays</li> <li>• Make a positive contribution in supporting Broadway's commitment to Equality, Diversity and Inclusion</li> <li>• Be committed to, and actively involved in, excellent customer service and best practice in both internal and external communications</li> <li>• Manage own workload effectively</li> <li>• Able to use Microsoft Outlook, Excel and Word</li> <li>• Attend appropriate Broadway meetings</li> <li>• To receive supervision and appraisal and be committed to own development</li> <li>• To be committed to and work within Broadway policies and procedures</li> <li>• Undertake any other tasks as appropriate, which reasonably fall within the responsibility level of this position</li> </ul>